

The **QUILL**



National Publication of
SIGMA DELTA CHI
Professional Journalistic Fraternity

Volume XI

MARCH, 1923

Number 2

Manuscripts Wanted at Once

3,000

**From Alumni and Active
Sigma Delta Chi's**

3,000

This means a manuscript from EVERY Sigma Delta Chi including YOU.

We ask you to participate in the contests described herein thereby adding toward the fulfillment of the purposes of the fraternity. Read the details below.

Your active interest is warranted without money reward. Just to add enthusiasm we are offering

\$250 IN CASH AWARDS \$250

QUILL PRIZE CONTEST—for Alumni

Award to be made to alumni or associate member at next annual convention for best articles not longer than 1100 words discussing an ethical principle of journalism or illustrating such principle thru a story of service by an individual or newspaper; at option of winner, award may be made to the individual or the newspaper; article may be in essay or fiction form but must in all essentials be founded on facts; final judges: president, secretary and first past president; in case no article is deemed worthy of prize right is reserved to postpone award for another year and alter terms of contest; manuscript must NOT indicate author but should be accompanied by extra sheet bearing full name and address and marked "Quill Prize Contest;" contest continues until October 1st, 1923. Mail double-spaced typewritten manuscripts to Chester W. Cleveland, Editor of Quill, 608 S. Dearborn St., Chicago; right reserved to print any or all articles submitted; no manuscripts returned.

PRIZE, \$100, offered by Kenneth C. Hogate, Past President.

ETHICS PRIZE CONTEST—for Undergraduates.

Immediate awards of \$75, first prize; \$50 second prize and \$25 third prize for three best essays by undergraduate Sigma Delta Chi's on any one of the following subjects:

1. News Suppression—Right and Wrong.
2. Accuracy in News vs. Editorializing.
3. Triviality in the News vs. Local Interest.
4. How Far Should the Editorial Page be made an Open Forum?
5. Should Newspapers publish what their Editors think the Public wants or what the Editors think the Public should read?

Essays not to exceed 1100 words; thought, construction and style considered; manuscripts typewritten double-spaced on one side of 8½x11 paper only; name, home and school address, and chapter of writer to be given on accompanying sheet marked "Ethics Prize Contest;" author must NOT be indicated on manuscript; no essays mailed later than May 21, 1923 accepted; award June 1st or shortly thereafter; judges to be announced; no manuscripts returned; prizes divided in event of tie. Mail manuscripts to Ward A. Neff, 836 Exchange Ave., Chicago; right reserved to print in QUILL any essays submitted.

Prizes offered by Ward A. Neff, President.

INTEREST OF CHAPTERS IN THIS CONTEST TO BE CONSIDERED IN
AWARDING CHAPTER EFFICIENCY CUP.

The gains of the fraternity through these contests are your gains!

YOU CAN'T LOSE

YOU CAN WIN

THE QUILL

A Journalists' Journal

VOLUME XI

PLYMOUTH, INDIANA, MARCH 1923

NUMBER 2

Agriculture and the Rural Press

By Andrew W. Hopkins

Department of Journalism, University of Wisconsin

(The author, an alumnus of Wisconsin Chapter of Sigma Delta Chi, believes that the real country weekly and the small town daily can hold their own despite the competition from the metropolitan press. In this article he tells why and how.)

Agriculture needs the power and influence of the press. And just as certainly the press needs agriculture.

In considering at the same time agriculture and the press, we all do the very natural thing—link together, two very important, closely related, and more or less inter-dependent industries.

Anyone at all familiar with present conditions upon the average farm and in many newspaper plants will be impressed particularly by the similarity of conditions. Neither seem to be making the returns commensurate with the amount or importance of the service rendered. Too often in the past, we will have to admit, both the farmer and the editor have sold their products at too low a rate and with too little knowledge of the cost. Another point of similarity is that in both lines of business, forces are at work which undoubtedly will result in improving conditions and in increasing compensations.

Country Weekly Has Future.

We are unable to join in a somewhat popular, but thoughtless pastime of deciding that the day of the country weekly had passed and that the small town daily was completely outclassed by the metropolitan press.

Occasionally we hear even men connected with press associations voicing just such opinions. To prove their case they call attention to the rapid growth of the big city daily and to the fact that many of these publications are becoming rurally-minded. Overlooking among other things the fields and the merits of the country weekly and small town daily, such faint hearted critics have then defeated at the outset and are real certain that neither has even a remote chance to



ANDREW W. HOPKINS, Wisconsin Chapter, who believes that the press of rural America was never more needed than it is today.

last in the competitive race which they say is bound to come.

Such men lack the information necessary for fair and impartial judgment. Anyone familiar with the facts will agree that the press of rural America was never more needed than it is today, and that its opportunity was never

greater. The papers, whose editors sense the situation and shift their plans to meet changed conditions, will compete successfully with either the big city dailies or the county farm journals.

Can Meet Competition.

Neither the country weekly nor the small city daily which occupies its field

will be supplanted by outside publications. To be sure it is unlikely that outside papers will be read more and more by residents of many of our rural communities and that the circulations of such publications will increase considerably, but the papers which are sure to grow apace and to meet successfully such competition will be the ones engaged in community building.

Some one has very wisely said, "No greater calamity can happen to a town, except destruction by fire, than the loss of its local newspaper." A live community must have a spokesman and a builder. Such is the country newspaper editor. The modern newspaper man whether running a country weekly or serving on the staff of a city daily, is seeking to serve and to build his community, and, at the same time, his publication and himself. It requires no stretch of imagination to see that the newspaper which develops local opportunities and which encourages possible and legitimate industries not only serves its readers, its advertisers and its community, but its editor as well.

Chance For Improvement.

The value of a newspaper to a community is fixed by its desire and its ability to build and serve. In the past too many have been so concerned with industrial development that they have had little time and opportunity to give adequate consideration to the questions which so vitally concern the country,—the development of agriculture.

The days of treating flippantly farm questions is passing and fortunately so. The great majority of the American newspaper men have learned that agriculture cannot be treated in a slighting manner and are seeing how closely interlocked are the interests of the town and country.

Sometimes too, the treatment of farm matters from both the reportorial and editorial points of view, has been much too academic and lacking in sympathy with the men engaged in the business. Articles from the pencils or typewriters of the uninterested have too little of the soil upon them and of course fail in their influence upon agriculture.

Community Leadership Needed.

The mortality among newspapers lacking in community leadership is bound to be heavy. Competition from city dailies and county trade papers will increase along lines of least resistance, namely, where fields are not well occupied by newspapers with agricultural leadership. Town dailies and large city papers are seeking to cover the countryside and are making it a point to print local pages for outlying districts. This fact is the surest proof that local color, representative of the all-around community, is

necessary to the greatest newspaper success. But as stated before, a paper published outside of a community cannot serve nearly as well. The big city daily is necessarily concerned with affairs of state and nation. The local paper is the forum for the community physical, mental and spiritual well-being. It serves to stimulate all agencies working toward such ends. These include the home, the church, the school, the farm bureau, and the Chamber of Commerce. Each of these institutions suffer when the newspaper drops out or fails to measure up to its possibilities.

The Press of Wisconsin.

In Wisconsin, as in most states, the typical country newspaper is published in a town or village of from a few hundred people to several thousand population. Of the 371 weeklies published in and serving our state, 86 are issued in places ranging from 2,000 to 5,000; 165 in villages of less than 1,000; 82 in centers of from 1,000 to 2,000; 24 in towns of 5,000 to 10,000; 12 in cities of from 10,000 to 50,000 and two in our largest industrial center. We are told that this distribution is quite similar to that of the more than 10,000 country weeklies of America.

Of our 45 dailies, five are published in cities of 50,000 or more; eight in places of from 25,000 to 50,000; 15 in towns of 10,000 to 25,000; 14 in centers of from 5,000 to 10,000; and three serve communities of under 5,000 population. We are told that for the country at large, there are published more than 2,250 dailies. Of these less than 300 are published in towns under 5,000 and something like 800 in places of 10,000 or less.

Agriculture Being Discovered.

Here, then, as in other states, there apparently is relatively little actual conflict of interest between the country weekly and the town or city daily. Although the publishers of both classes have discovered, are discovering, or ought to discover agriculture, each occupies its own field. This offers abundant opportunity to help build our foremost industry and in doing so, to build newspapers.

As we examine Wisconsin newspaper statistics, one is also impressed by the rather noteworthy absence of duplication of newspaper population. There are comparatively few, two or three newspaper towns, or villages in this state. That is, indeed, an encouraging sign for our communities and our newspapers.

Much Diplomacy Needed.

The task of the newspaper man who would serve town and country is not an easy one. Both contain elements which create rivalries and even conflicts of interest. The age-long antagonism between town people and farm folk may be

fanned or stilled as the newspaper editor elects. It is but natural that merchants should look with suspicion upon any attempt upon the part of the farmer to engage in cooperative buying and selling. It is equally natural that the farmer should be resentful occasionally of marketing methods which seem to be controlled in the town.

Then, too, owing to the fact that neither side interested itself in knowing the other, we find an indifference, sometimes amounting to antagonism between the two groups. But many or all of these difficulties may be overcome by the resourcefulness of the country editor. What he does will determine in no small measure what rural America is to be. Shall we have communities of strong, capable men and women with initiative and independence working co-operatively for the betterment of the individual and the communities, or shall we stimulate social and business differences?

It was George E. Vincent, widely known in educational circles, who declared that the rural editor who sees his job in the light of a national service has as stimulating a chance as any red-blooded man can ask. "By frankness, by complete candor, by focusing attention on the things that his readers can unite on, by dealing openly with controversial questions," said Vincent, "the rural editor can guide and quicken the life of the community he serves." He can consciously gather suggestions about rural education, public health, recreation, good roads, rural organizations, town planting, community co-operation, etc., and keep these steadily before the minds of his readers. He can interpret and he can lead. He can cultivate imagination, tact, courage; he can get satisfaction out of his job; he can respect himself; and deserve well of his community and country.

Function of Country Paper.

It is important that we ask ourselves, what is the proper function of the country press. What is it trying to accomplish?

Is the village paper simply a private enterprise? None of us would admit that a newspaper could be.

Is it an unprofitable side line of a job printing plant? No one with good business judgment would long continue knowingly an enterprise which he knew was a losing venture.

Or is it a community enterprise and a community builder? If so, its owner will share with the community in its growth and development. It has no excuse in being a restricted medium, or to engage in widening the gulf between city and country.

As an outstanding example of the positive (Continued on page 12)

Alumni Chapter Idea Appeals

By Donald H. Clark

Alumni Secretary of Sigma Delta Chi

(The idea of organizing alumni chapters in all important cities has spread like wild-fire. Our 1923 quota calls for 15 such chapters. We now have four. The remaining 11 should be chartered before the May issue. Read just how simple it is to perfect such an organization; then get busy in your city.)

"Fifteen alumni chapters by November" is a goal set by the national officers of Sigma Delta Chi which should arouse the interest and support of every member of the fraternity. The organization of such a group of alumni chapters and their representation at the coming convention in Minneapolis will stamp this year as one of the most noteworthy in the history of the fraternity. The presence of a group of older men at the convention, who are actively working for the fraternity through alumni organizations will result in further plans for the fraternity which will be of direct benefit to every graduate and undergraduate member.

Twelve new alumni chapters are now in various stages of organization. A brief report on each follows. Alumni in these cities who are not now in touch with any of the men listed should get in touch with them and assist in getting the new organization under way.

Enquiries are being received by the alumni secretary each week promising the organization of groups in other cities in the near future.

The organization of an alumni chapter is simple. Five or more men must petition the executive council for an alumni charter. Forms are now in readiness for this petition and many be had from the alumni secretary. A charter fee of \$10 should accompany the petition, with an additional remittance of \$9 for secretary's book bearing the name of the chapter and containing printed alumni constitution and model by-laws. National annual dues are \$1.00 per member.

The address of the Alumni Secretary is Donald H. Clark, 509 Merchants-Laclede Building, St. Louis, Mo.

Minneapolis.

A rousing preliminary meeting of about 25 Sigma Delta Chi alumni was held on Tuesday, April 3, in the Dyckman hotel, Minneapolis, for the purpose of organizing an alumni chapter. Prominent Minneapolis newspapermen who

are members of the fraternity addressed the gathering, which was in the nature of a 5 o'clock smoke-fest which enabled members of the staffs of both the morning and evening newspapers to attend.

"We are going to put over the organization of a Minneapolis alumni chapter with a bang," is the declaration of Ralph Hillgren, Minnesota '22, now on the staff of the Minneapolis Tribune, who is assisting R. R. Barlow, Wisconsin '17, head of the department of journalism at the University of Minnesota and member of the national executive council, in the organization work.

H. V. Jones, editor, and George H. Adams, managing editor of the Minneapolis Journal, Thomas J. Dillon, managing editor of the Minneapolis Tribune, Prof. W. P. Kirkwood of the division of publications, University of Minnesota, and T. E. Steward, editor of the University of Minnesota News Service, are prominent alumni members who will co-operate in establishing the new chapter.

Minneapolis alumni have greeted with enthusiasm the proposal to organize a chapter and have pledged their support in making the national convention of Sigma Delta Chi, to be held at the University of Minnesota next fall, a distinctive success.

Pittsburgh.

Pittsburgh alumni held a preliminary luncheon meeting on March 29, electing Glenn H. Campbell of the National Stockman and Farmer, president, and F. B. Ketchum, city editor of the Pittsburgh

Rip Van Winkle Stuff Taboo in Fraternity.

If there are 5 or more Sigma Delta Chis in your city you owe it to our great Fraternity to organize an alumni chapter there.

Don't wait for the other fellow to start things. Full details and instructions from DONALD H. CLARK, Alumni Secretary, 509 Merchants-Laclede Bldg., St. Louis, Mo.

Directory of Alumni Chapter Secretaries

Chicago—Lee Comegys, 901-11 W. Van Buren St., Chicago, Ill.
Des Moines—Ralph W. Moorhead, 555 7th St., Des Moines, Ia.
Detroit—George F. Pierrot, 1832 Grand Blvd., W., Detroit, Mich.
Kansas City—Paul E. Flagg, Kansas City Journal, Kansas City, Mo.

Sun, secretary. President Campbell describes those who were out as "live fellows and interested."

New York City.

The New York alumni will meet April 28 to form an alumni chapter and plan activities for the year. Kenneth C. Hogate, past national president, of the Wall Street Journal, Peter Vischer, first vice-president, Flushing, New York, and Geroid Robertson, executive councilor, The Freeman, New York City, are arranging the organization meeting.

St. Paul.

Alumni in St. Paul will have a meeting in the near future to consider the formation of a St. Paul chapter. Among the alumni working for the new chapter are Herbert Lefkovitz, St. Paul Dispatch, Harold Peckham, 1598 Charles Street, and W. P. Kirkwood, University Farm.

Milwaukee.

Arthur J. Hantschel, Marquette University Press, is in charge of preliminary organization work among Milwaukee alumni. There are more than 20 alumni in the city interested in a chapter.

Portland, Oregon.

Under the direction of Floyd Maxwell of the Morning Oregonian, Reuel Moore of the Journal, and with the active support of the University of Oregon chapter at Eugene, a chapter at Portland is assured in the near future. Dean Eric W. Allen of the University is interesting himself personally in the new alumni chapter.

Washington, D. C.

Bruce Ashby of the Press Service, Department of Agriculture and F. M. Russel are doing preliminary organization work in Washington. With the distinguished members of the fraternity living in Washington, including President Harding and Secretary of Agriculture Wallace, in addition to a number of well known newspaper men, the Washington Alumni chapter should soon be one of the strongest in the fraternity.

Seattle.

Recent graduates of the University of Washington are planning to establish an alumni chapter in Seattle. Bert W. Brintnall of the University is one of the group actively interested.

Omaha.

Paul Greer of the Omaha Bee is interesting Omaha alumni in a chapter in the Nebraska city.

(Continued on page 6)

What Alumni Chapters Are Doing

(Read of the worth-while things that these alumni chapters are doing. Cities having five or more Sigma Delta Chis are entitled to an alumni chapter charter. Write Alumni Secretary Clark for full particulars today!)

Detroit Alumni Chapter.

Detroit's alumni chapter is very much alive. Three dinner meetings with an average attendance of twenty-four; another meeting set for April; an employment committee that functions quickly and effectively; a liaison between the Ann Arbor active chapter — these are some of the signs of its vigorous health.

The chapter numbers fifty members, nearly all in newspaper and advertising work. One is on the editorial board of the largest newspaper; two more are advertising managers of automobile manufacturing companies; another is editor of a monthly magazine. And so throughout the membership—each is in a strategic position so far as lending a helping hand is concerned. And, headed by President Lee A. White, every man in the chapter is ready to give a new Sigma Delta Chi a hearing. Not long ago a Sigma Delta Chi man came to Detroit from Seattle; through the fraternity he investigated no less than twelve prospective openings. He finally landed the precise sort of a job that he came to Detroit to get. Helping Sigma Delta Chi men get jobs is one important function of an alumni chapter; the Detroit chapter discharges this function effectively.

Walter P. McGuire, managing editor of *The American Boy Magazine*; Instructor Edwin G. Burrows, of the Michigan journalism faculty; Brothers Case, Byers, Stevens of the Michigan active chapter; and National Treasurer T. Hawley Tapping attended the last dinner of the Detroit alumni chapter at the University Club.

Des Moines Alumni Chapter.

Members of the Des Moines Alumni Chapter enjoyed a delightful luncheon in honor of Hugh Walpole, noted English writer and lecturer, during his two-day stay in Des Moines where he lectured at the auditorium of Des Moines University on March 22. Twenty members of the chapter were present at the luncheon at Younkers Tearooms, where Mr. Walpole's charming personality made him a host of new friends.

Mr. Walpole has been in America for several months, giving lectures before universities and literary clubs on the subject of literature. His close contact with the American public has given him a fresh point of view distinctly unique among novelists from across the sea.

The March meeting of the chapter was addressed by a member, Arthur H. Brayton, managing editor of the *Merchants Trade Journal*, Des Moines, subject, "Types of Men in the American Business World." Mr. Brayton's travels in every state and in Canada, enabled him to present some very interesting comment.

A previous meeting was featured by an informal talk by another member of the Des Moines chapter, H. J. Schruck, who spoke on, "A Newspaper Man's Experiences in the Near East." Mr. Schruck has recently returned from the Near East where he spent several months in southern Russia and Asia Minor as an agent for the Near East Relief.

The Des Moines Chapter of Sigma Delta Chi has in mind for the year 1923, a series of talks by experienced newspaper men, on various phases of journalistic activity.

Chicago Alumni Chapter.

Chicago Alumni Chapter is vigorous and alive. Regular monthly dinners are held at the City Club with an average attendance of 20. Visiting members are urged to call Secretary Lee Comegys at the Addressograph Co., for the exact date.

President Frank Parker Stockbridge and the entertainment committee are busy securing unusual speakers in an effort to stimulate attendance. Richard Henry Little of the *Chicago Tribune's* Line O' Type or Two is slated before summer sets in and we are looking for a record turnout.

We are watching with interest the campaign for new alumni chapters. We feel that Sigma Delta Chis who lose interest in the Fraternity upon graduation from college are making a serious mistake.

Kansas City Alumni Chapter.

Nineteen men compose the Greater Kansas City Alumni Chapter of Sigma Delta Chi, chartered November 17, 1922, in Manhattan, Kans., at the annual convention at the Kansas State Agricultural College.

The membership comprises graduates and undergraduates from colleges and universities in the Middle West. The majority of the men are engaged in active newspaper work while the remainder are in the publicity game.

The charter members: Erle H. Smith, Tom Collins, W. D. Meng, Paul Jones,

Homer Dye, Jr., Clifford Butcher, Raymond A. Fagan, Merton T. Akers, Camille H. Nohe, Walter G. Heren, Charles O. Puffer, Ray Runnion, and Paul E. Flagg.

Recent additions to the chapter are Samuel K. Holland, Jr., Claude Gray, Donald D. Davis, W. M. Symon, Marion Collins, and Vaughn Bryant.

Chapter officers are W. D. Meng, president; Raymond A. Fagan, vice-president; Paul E. Flagg, secretary-treasurer; Clifford Butcher, corresponding secretary.

The local classification: Erle H. Smith, assistant in charge of features; Tom Collins, Sunday editor; W. D. Meng, columnist and dramatic editor; Paul Jones, city editor; Samuel K. Holland, Jr., rewrite desk; Ray Runnion, and Paul E. Flagg, *Kansas City Journal-Post*.

Clifford Butcher, Homer Dye, Jr., exchange department; Claude Gray, *Kansas City Star*.

W. M. Symon, convention secretary and director of publicity of the Kansas City Chamber of Commerce; Vaughn Bryant, director of publicity, Irving-Pitt Mfg. Co.; Donald D. Davis, director of publicity of the American Hereford Cattle Breeders' Ass'n.

The first annual dinner was held during the holidays in the Hotel Muehlebach. Later a special dinner was held in honor of Ward A. Neff, president of the fraternity, who was in Kansas City on a business trip.

Frequent luncheons and meetings have been held by the chapter. A meeting will be held soon to arrange for various activities of the membership.

ALUMNI ORGANIZING

(Continued from page 5)

Lincoln.

Marcus Poteet, 501 First National Bank Building, Lincoln, Nebraska, is "looking over the field" in his community and promises an alumni chapter in Lincoln in the near future.

Oklahoma City.

Vice-president H. H. Herbert of the University of Oklahoma, Norman, is backing the organization of an alumni group in the neighboring city of Oklahoma City.

St. Louis.

With only five alumni of record at present in St. Louis a large chapter is not possible now in the Missouri city but the men are 100% for an organization and the new St. Louis alumni chapter expects to be represented at the next convention. Alumni Secretary Donald H. Clark, 509 Merchants-Laclede building and Francis Misselwitz of the *Post-Dispatch* are in charge of the preliminary work.

The Psychology of Editing

By Marshall D. Beuick

Formerly Associate Editor and Art Director, the People's Home Journal

Many guardians of periodical pages place great stress upon "editorial intuition," the sounding of readers through communications and the studying of their modes of life as a basis for selecting fiction for their magazines.

Several household magazine staffs are in the woods today. They are seeking a way out by the blazed trail of editorial intuition, by taking soundings in their sea of readers, and by trying to peer thru the foliage into the readers' kitchens or into their "parlors." A lot of these editorial wizards are not only looking cross-eyed at their public, but they fail to take a look inside themselves.

Granting there is an audience definitely in mind, the editor should, insofar as one is able, eliminate personal taste, realize that there is no such thing as editorial intuition and proceed on more scientific principles.

In most editorial offices the choice of copy is markedly influenced by the individual psychic censorship of the editors. Their mental complexes or prejudices, accumulated through their personal experiences, cloud their vision, and, the influences of years in one shop, finally create in them a mental attitude which makes them accept as fundamental certain traditions or taboos that have been nourished and have grown deeply-rooted in their organizations. These traditions often arise from complexes or biases that created mental astigmatism in the editorial vision of one once in an autocratic editorial chair.

An editor who may have had an unpleasant experience in a "first love" affair may denounce all stories based on this theme as unhealthy because he believes that they are morbidly sentimental. Another may taboo the name "Helen" in stories as being an insipid appellation for a woman. He may be influenced by the recollection of a fair Helen who "proved false" in his youth, or by the story of Helen of Troy.

Something similar to this is evidenced in the selection and criticism of art work on magazines. I know of instances where publishers or editors for "reasons" unfathomable to their colleagues have refused to publish illustrations or have had them completely changed in some minor detail. One editor is a "bug" about full lips in illustrations. The only reason he seems to have for this objection is that



MARSHALL D. BEUICK, *Columbia Chapter, who tells of the whims and fancies of certain fiction editors, and explains "editorial intuition."*

"thick lips are sensual." Then, there is a woman editor who demonstrates a peculiar bias which seems to exist in several places in the magazine business. She will not permit a picture to appear in her magazine which shows a woman in bed. Still another editor insists that pictures which show a man in a struggle with an animal or an inferior, a villain, for instance, must impress the reader

with the fact that the hero's chance of coming through alive is obviously favorable.

If thick lips do denote sensuality, there seems to be no rational basis for not permitting them to appear in even extremely conventional publications. And, what is it that makes the woman editor so squeamish that she anathematizes a scene depicting a woman abed? A

searching out of the thoughts of these persons to discover the mental twists which make them "think" in these rigorous terms might reveal childhood experiences which could account for these thought processes. A Sunday school teacher's influence, or the moralistic mutterings of a repentent dissipator might have been the stimulators of these prejudices.

Besides these factors there is also the effect upon decisions brought about by unbalanced criticism, which arises from an attempt of an editor to strengthen a declining feeling of superiority. The weakening ego needs nourishment. Harsh, blunt criticism of another person to whom we want to feel superior (and often realize we are not) performs the magic for us.

We can seldom be free agents acting independently of our emotions and the effects of past great emotional experiences, but the editor can be a free-willed individual to an increasing extent as he understands his complexes, which arise from emotions and have a very small intellectual element. To reach this plane of self-comprehension does not mean engaging in morbid introspection. It means finding a form of cheerfulness in clearer thinking.

The most hopeful editorial procedure, then, for the success of a magazine, would appear to be the one that takes into account well-established psychology of the human being. The analysis of a typical magazine with some hypothetical figures added for the sake of simplification, may help not only editors of periodicals, but newspaper editors in their determination of news values in human interest stories. It will also appeal to advertising men, and give those interested in literature as writers or as seekers after cultural pastime something to ponder on.

In appealing to the literary wants of the female majority of readers of a popular household magazine that circulates in the conventional American household, three universal psychological factors might very well be considered. These are sublimation through morality or ethics, compensation (escaping to fanciful desires or getting egotistical or any vicarious gratification) and repression by finding an outlet in literature through which we make ourselves believe the thing we repress is unnecessary to our life.

These three phases of human psychic activity are expressions and manifestations of our ungratified desires. These desires express themselves in criminal tendencies, sadistic tendencies (cruelty and domination) masochistic tendencies (love of suffering, ascetism, religion and

martyrdom) narcissism (egotism, avarice or covetousness) and finally the love emotion.

Because of the repression of any of these desires, the popular magazine reader subconsciously seeks fantasy outlets in magazine fiction. His outlets are identification, love and sympathy.

Through romantic fiction stories, we often identify ourselves with a character who is loved, with an ideal character or with a "master mind." This we do, of course, because we should like to be one of these persons. When we cannot imagine that we are one of them, because they are of the opposite sex, we imagine sometimes instead that we are in love with them or wooed by them.

When our unmoral tendencies are excited many of us get vicarious gratification by sympathy or identification with those people in stories who are villains. We dominate, become cruel or even suffer in the way we want to believe the story-book characters do.

The majority of the readers of the partly hypothetical magazine on which this analysis is based is in "Main Street." The total of the magazine's subscribers is one million. Of these one half live in towns with a population of 2,500 or less, one-quarter in towns of 25,000 inhabitants and the remaining one-quarter in the larger communities.

We assume that they read the magazine for entertainment because the editors receive more communications about fiction than any other thing presented to the readers. Entertainment means to them escaping from the reality of their own lives into the more perfect lives of the stories' personalities, or gratifying their egotism and suppressed motives through these characters. They seek compensation for what they are not, have not and cannot do.

There are some, of course, who get part of their compensation by making themselves believe that they do not want to be different or that they do not want other than what they have in property, emotions and character. These, who are few, usually ignore or give an appearance of triviality to what they are not, have not or cannot do.

Most of us are not beautiful, happy enough, sterling characters, or intellectual giants. We cannot as a rule oppose the law, oppose those in authority, coerce others to our wills or communicate with the dead or absent. None of us have all we want in property, emotional excitement, character or intellect. But, through fantasy, stimulated by fiction, we can be, do and have what we want in imagination. In this lies the "secret" of the popular appeals in selecting magazine fiction.

The consideration of this fundamental psychology of the kind of reader which makes up the subscription list of the majority of women's magazines provides an index to the range that should be covered by stories and is a basis for determining standards that are good to adhere to in editing a household or popular magazine. Much of the foregoing has been roughly checked by an examination of hundreds of letters from subscribers who express their opinions about the stories they read.

JUNIOR BALL DANCERS GET S. D. C. NEWSPAPER

Sigma Delta Chi pledges at the University of Minnesota distinguished themselves when they issued an early morning edition of S-K-U-M (2 A. M.) on February 24 for the benefit of those in attendance at the Junior Ball.

An unusual feature was the insertion of a photograph of the grand march taken at 10 P. M., and placing the paper on sale three hours later while the ball was still at its height.

Good natured roasts on prominent campus personages were handled to excellent advantage.

QUITE A YOUNGSTER

National Secretary Tapping informs us that Sigma Delta Chi crossed the 3,000 membership mark in early March.

This report may surprise those lukewarm members who have failed to keep up with the Fraternity in its march of progress. It will be received with pleasure by the great majority of our membership who are aware of the growing influence that Sigma Delta Chi is becoming in the journalistic world.

Three thousand Sigma Delta Chis, mind you! Does Alumni Secretary Clark have the slightest doubt that this great army of journalists will deliver in the drive for 15 alumni chapters by November 1?

DEAN STONE OFFERS MONTANA MEMBERS USE OF HIS HOME

Montana Chapter has been offered the use of his residence as a chapter house by Dean A. L. Stone, head of the school of journalism at the University of Montana.

It is well located with reference to the campus and the fact that it contains a large library and a well equipped study makes it an ideal place for studying. It is open to Sigma Delta Chi members and pledges at all times and all meetings and entertainments are held there.

ACTIVITY REPORT OF NATIONAL ORGANIZATION

Uniformity among alumni chapters, both in form of organization and in purpose, is the aim of the first legislature enacted this year by the Executive Council under the guidance of its chairman, Past President Hogate. In a ballot taken by mail it has established a form of constitution for use by all present alumni chapters, and which must be signed and adopted by all petitioners who would organize alumni groups.

The form adopted is that used by the Chicago Alumni Chapter with some changes to secure conformity with the national constitution and its requirements. The preamble and statement of purpose are taken from the latter and from the ritual. Accompanying the constitution are by-laws intended to be used by the alumni chapters as a pattern.

Simultaneously the Council provided for uniform record books for the secretaries and treasurers of both alumni and active chapters. Reports on condition are to be required semi-annually from the latter and annually from the former.

The Council also made possible definite means of stressing the ethics of journalism through its acceptance of offers of cash prizes to be used in contests among the alumni and undergraduates (see inside front cover).

The remainder of a total of twelve propositions favorably acted upon have to do with details of matters purely administrative.

These acts have resulted in a vast amount of special work for the administrative officers, including the preparation of accounting and report forms, systematizing and co-ordinating the handling between chapters and officers, and selecting contest subject matter as well as formulating rules. Such work has been attacked with zeal and disposed of as rapidly as possible. Final decisions were reached on a number of accumulated matters of this character at an administrative officers' meeting at Ann Arbor, Michigan, which occupied the entire day, Sunday, March 18. The president, secretary and treasurer were in attendance.

This meeting also considered complaints against our chapter at the University of Nebraska addressed to the National Officers and the Executive Council by the university authorities and the Women's Pan-Hellenic Association. These complaints grew out of the character of matter in an annual stunt paper called "The Evening Shun" published by the chapter. Investigation was made promptly, W. E. Drips, an Executive Councillor,

being sent to Lincoln from Des Moines on the day the complaints were received. His report, together with the complaints, a statement from the chapter and much other evidence were reviewed at the Ann Arbor meeting, with the result that definite disciplinary action was recommended in referring the case to the Executive Council for disposition.

Two petitions for the establishment of chapters which are about to be presented to the Executive Council for consideration were discussed and recommendations made on each. Reports noting progress were received from the Permanent Constitution and Ritual Committees.

The financial status of the fraternity was considered. Treasurer Pierrot reported sufficient funds in hand or coming from Secretary Tapping to meet all expenses for the current fiscal year.

A report from the Quill Publication Board indicated that to complete the program laid out for the improvement of the magazine it is probable it will be necessary to take advantage of the 1922 convention ruling that "\$6 of the national initiation fee may be apportioned to the Quill." The meeting took initial steps toward the establishment of a general expense budget, and approved the investment of the reserve funds in real estate mortgage bonds which are guaranteed both as to principal and interest.

PURDUE'S THIRD GRIDIRON BANQUET MADE HISTORY

Purdue's third annual gridiron banquet on March 20 at the Fowler Hotel roof garden was one of the outstanding events of the Boilermaker college year.

More than 200 prominent students, faculty members, and business men were on hand to receive the razzberry. One of the most laugh-evoking events of the evening was the all-University spelling contest, between two teams of about as varied an array of characters as could be found on the campus. The individual who won received a grand prize, a booklet entitled, "The Mastery of Words." The rest went down in defeat and wore large dunce caps the rest of the evening. Then there was the brown derby, awarded annually to the man who has gotten thru the University with the least work. He was officially coronated and instructed to wear it to college for one day.

On the serious part of the program, David E. Ross, one of the donors of Ross-Ade field, was given the leather medal as the man who had done most for the University during the year past. A comic edition of the Exponent, the student newspaper, in miniature form,

was issued on green paper during the banquet.

CORNELL CHAPTER HAS HAD EVENTFUL YEAR

Cornell Sigma Delta Chi's edit, without exception, all the university periodicals—a group of publications that has few equals and still fewer superiors in the college world.

During Cornell's forth annual newspaper conference and prize contests for the best dailies and weeklies of New York state, members of the fraternity had an active part in the arrangements. They also acted as reporters for Farmer's Week, and many of the accounts written and sent out to the papers of the state were handled by S. D. C. men.

Of the work this year, the outstanding features include the conference of high school editors, in the Eastern Inter-Scholastic Press Association, and the publication of the mimeographed newsletters of that organization. Likewise, Sigma Delta Chi awarded a cup to the best high school paper in the association—the Clair of Rochester East High.

The regular annual dinner, a burlesque review of chief campus events, always known as the "Delicate Brown," is planned for the latter part of April.

DEPAUW CHAPTER HAS NUMEROUS ACTIVITIES

DePauw Chapter takes pleasure in announcing the following new pledges: Herman Carrington, Indianapolis; Paul Darrow, Indianapolis; and William Davis, Greencastle. All three men have shown ability in journalism and have worked hard during their two years on the campus in this activity. There are now 14 members of the chapter.

President Eugene Thackery, this semester editor of The Yellow Crab, the organization's humorous publication, has begun work on the issue and already has some copy. Besides editing the publication he is also editor of The DePauw, the school's bi-weekly newspaper. Brothers Wilbur Clippinger and Bain, editor-in-chief and business manager, respectively, of the Mirage, the yearbook report that the work will be off the press within the next month.

Sigma Delta Chi is planning to hold its annual formal dinner party on April 28, which will probably take care of the social life of the organization for the second semester. A Press Club banquet, which is being sponsored by Associate Lester E. Mitchell, of the department of journalism, will be held soon. Nearly all of the members of Sigma Delta Chi are members of the Press Club.

THE QUILL

The Quill is published in the months of January, March, May, August, October, and December. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American colleges and universities.

Official publication of Sigma Delta Chi, national professional journalistic fraternity, founded at Depauw University, April 17, 1909.

CHESTER W. CLEVELAND,
Managing Editor

Entered as second-class matter at the post-office at Plymouth, Ind., under the Act of August 24, 1912.

Subscription rates: Non-members, \$1.25 a year in advance; members, \$1 a year.

MARCH, 1923

"Sigma Delta Chi declares itself as solidly opposed to the debasement of the press as an institution and of journalism as a profession, by any catering to morbid and depraved curiosity."

"Its members believe firmly that the good taste and intelligence of the public are often greatly underestimated, with resultant production of publications that neither honor journalism nor serve democracy. The press will render distinct service to the public if it will moderate its reports with respect to transgressions of moral laws. Sordid details and gross over-emphasis of the importance of such news are too common to need citation, and merit unreserved condemnation."
—Resolution adopted at 1922 Convention.

LICENSING NEWSPAPER MEN

Oklahoma editors have been profuse in their objections to the proposed bill to license members of the press. Nevertheless, the editorial, "If We Don't Somebody Else Will, But How?" from the City Editor and Reporter is extremely timely and worthy of the most serious thought.

The editorial follows, in part:

"Licensing of newspaper editors, reporters and all persons engaged in handling copy is proposed in a bill submitted to the upper house of the Oklahoma legislature. The measure prescribes a fee of \$10 and an examination before a state board of newspaper examiners. The proposed legislation, its author says, seeks to decrease the possibility of libel by raising the 'standard of personnel'."

"Introduction of this bill should arouse all newspaper men. Thus far the news-room has escaped the craze for legislative control of everything under the sun, even to the size of a man's hip pockets and the number of ounces of milk baby shall have for breakfast. But now that an Oklahoma senator has evolved the idea of licensing journalists, similar bills will be introduced in other legislatures. The City Editor and Reporter has advised the profession that entrance requirements should be lifted. We have pointed out that unless leaders of the profession acted society would step in.

"In the January issue we said 'Society has protected itself by establishing standards for the other professions, and associations representing those professions have helped to maintain and to raise those standards. Thus far journalism has escaped, but would it not be better to take the matter in our hands to fix certain requirements than to wait until society is compelled to act as is suggested by E. J. Ottaway, publisher of the Port Huron (Mich.) Times Herald?'"

"We do not know the ultimate purpose of this bill. We doubt that it is solely for the uplift of the journalistic profession. Newspaper practice has not been so unethical and unmoral as to suggest the necessity of legislation to a layman.

"On its face the excuse for the measure does not appear logical. The revenue isn't an object, and surely Oklahoma has libel laws. Any publisher who does not wish to see the control of his paper pass to other hands through the libel courts, isn't going to fill his columns with actionable matter.

"There is something back of this measure that appears to be a threat at the freedom of the press. Press dispatches do not state, but the probability is that the examining board would be filled by political appointment. It immediately would become a weapon in the hands of the governor, an instrument that he could use against papers that oppose his policies.

"Licenses could be revoked for 'unethical acts'. How does the bill define 'unethical acts' in journalism? It would be easy to frame charges and even to frame against newspaper men. Would pointed and sharp criticism of an official—a privilege granted under the libel laws—be construed as unethical? Would the taking of the picture 'on the fly' when a person had refused to pose be unethical? Would it be unethical for a person to print a story from one source that he held in confidence from another source? Would the editor have to explain why he refused to print some items and used others against people's wishes?

"Who would sit as judges of the ability of journalists and the righteousness of their acts? Lame ducks, who had been driven from office by exposure of their records in newspapers? Would each paper be allotted a certain number of unlicensed cubs for whose acts the editors are responsible? As if editors are not already accountable for all their men.

"Journalists of the country should inform themselves regarding this proposal and should be on the alert for the appearance in their own legislature of similar measures. And you newspapers and

newspaper men of Oklahoma, who are on the ground and know the full text and meaning of this bill—if it means what it appears to mean, fight it out of the senate, and then having killed it, let's do our own elevating of standards solely for the good of the profession and the public."

Directory of Active Chapter Secretaries

- Depauw—H. P. Maxwell, Phi Kappa Psi House, Greencastle, Ind.
Kansas—Ryland C. Petty, 1409 Rhode Island St., Lawrence, Kan.
Michigan—Martin A. Klaver, 733 S. State St., Ann Arbor, Mich.
Denver—John L. Blake, 2924 Glipin St., Denver, Colo.
Washington—Charles Berst, 1816 E. 55th St., Seattle, Wash.
Purdue—B. R. Gebhart, Sigma Chi House, W. Lafayette, Ind.
Ohio State—Henry C. Segal, 174 E. Woodruff Ave., Columbus, O.
Wisconsin—E. J. McDonough, 501 N. Henry St., Madison, Wis.
Iowa—Lynn A. Saylor, Daily Iowan, Iowa City, Ia.
Illinois—Ben Kartman, 409 E. Daniel St., Champaign, Ill.
Missouri—C. C. Tucker, Dumas Apartments, Columbia, Mo.
Texas—L. Moran Dunlap, 2310 Guadalupe St., Austin, Tex.
Oregon—Edwin Fraser, Kappa Sigma House, Eugene, Ore.
Oklahoma—Prof. H. H. Herbert, School of Journalism, Norman, Okla.
Indiana—Nelson P. Poynter, Phi Gamma Delta House, Bloomington, Ind.
Nebraska—Charles A. Mitchell, 500 N. 16th St., Lincoln, Neb.
Iowa State—Kenneth Marvin, Delta Upsilon House, Ames, Ia.
Stanford—Charles Prior, Sequoia Hall, Stanford University, Calif.
Montana—Wm. O. Cogswell, The Montana Kaimin, Missoula, Mont.
Louisiana—Walter M. Schwam, Box E, Louisiana State University, Baton Rouge, La.
Kansas State—Harold Hobbs, Kansas State Agricultural College, Manhattan, Kan.
Maine—J. M. Horne, Phi Gamma Delta House, Orono, Me.
Beloit—Robert Irvine, Sigma Chi House, Beloit, Wis.
Minnesota—Albert S. Tousley, 659 S. Roberts St., St. Paul, Minn.
Miami—Harold H. Oldham, Delta Upsilon House, 110 S. College Ave., Oxford, O.
Knox—Craig R. Johnson, 304 S. Cedar St., Galesburg, Ill.
Western Reserve—Everett B. House, 2971 Litchfield Ave., Cleveland, O.
Grinnell—Raymond Hare, Dobbie Hall, Grinnell, Ia.
Pittsburgh—W. P. Watts, 442 Amberson Ave., Pittsburgh, Pa.
Columbia—Lee Merriman, 57 W. 39th St., New York City.
Colorado—Charles Walker, Jr., 1400 Broadway, Boulder, Colo.
Cornell—J. W. Thompson, 1½ Central Ave., Ithaca, N. Y.
Oregon State—Elvin A. Hoy, Theta Delta Nu House, Corvallis, Ore.
Marquette—Guy L. Helms, 1115 Grand Ave., Milwaukee, Wis.
North Dakota—Otis F. Bryant, University Station, Grand Forks, N. D.
Northwestern—Arthur Jønness, Wrangler House, Evanston, Ill.

FIRST K. U. GRIDIRON TREMENDOUS SUCCESS

Kansas Chapter held its first gridiron banquet on March 28, and it is still the talk of Lawrence and the state.

State officials, newspapermen of prominence, resident business and professional men, faculty members, and a few students, were in attendance to step into the frying pan. Two hundred invitations were issued.

The publicity for the affair attracted state-wide attention. One story that was sent out by the committee started out: "Affairs of state at Topeka are side-tracked today. Staid senators and dignified representatives fought with officers of state today to gain a place in the line which quickly formed in front of the legislative postoffice, when word went out that some lucky few were getting invitations to the Kansan's first gridiron dinner which will be given at K. U. by Sigma Delta Chi, professional journalistic fraternity, Wednesday evening, March 28."

Proof that the gridiron dinner has attracted attention came from Wichita, Kans., a few weeks ago, just after the chapter here had announced they would have the dinner this year. Several prominent Wichita men boasted through the columns of papers there that they had received invitations to the dinner to be given at K. U., more than a week before the invitations had been sent out.

BRILLIANT TALKS FEATURE IOWA STATE INITIATION

Six undergraduates and one associate member, the latter Donald Murphy, associate editor of Wallace's Farmer, were taken into the Iowa State Chapter on April 4.

"A journalist is liable to be an enthusiast," said Mr. Murphy in a short talk after the banquet. "He is prone to become an ardent supporter of a proposition before he has carefully considered it from all possible viewpoints. If I could recommend one thing to the younger men about to take up journalism, it would be that they learn to develop an impartial and critical attitude toward things in general. Get a solid basis of information along many lines."

Prof. Beckman, head of the agricultural journalism department of the college, emphasized in his response the points made by Mr. Murphy. "Journalism," he said, "demands toil unceasingly, and along with it, good judgment."

Addressing himself to the undergraduate initiates, Prof. Beckman cited the splendid record of the fraternity during the past year as a goal for them to

strive for during the period of their active membership. "We expect a lot of you," he stated, "and you dare not disappoint us."

The six men taken in were: H. C. Butcher, editor of the Green Gander for the coming year, and associate editor of the Iowa Agriculturist; Paul Dunn, newly elected Gander business manager, and associate editor of the Student; Harold Parker, desk man on the Student; C. A. Wogens, issue editor of the Student; Robert Smith, art editor of the Gander; and M. A. Cass, former business manager of the Iowa Agriculturist, and now on the editorial side of that periodical.

ELECT JOHN THOMPSON AS ASSOCIATE MEMBER

John Thompson, editor of the Iowa Homestead of Des Moines, was elected to associate membership by the Iowa State College Chapter on March 9.

At the banquet following the initiation Mr. Thompson spoke briefly on the future of the agricultural press in the middle west. The field of agricultural journalism, he stated, has thus far been uninfluenced by the new crop of men technically trained in journalistic schools. Men without collegiate training in journalism have built up the rural press. It would reach its greatest power, he asserted, under the leadership of the men who are now in schools.

Mr. Thompson's son, Hugh, is a graduate from the journalism course at Iowa State.

FOUNDER'S DAY BIG EVENT AT MARQUETTE

As one of the events of the year, Sigma Delta Chi of Marquette University looks forward to National Founders' Day on April 18, on which date a celebration in the form of a banquet and dance is held, participated in by associate and alumni members of the fraternity who happen to be in Milwaukee at that time.

This year's affair takes place in a down town hotel of Milwaukee. Besides the active members of the chapter and the associate members, many of the fraternity alumni members employed on Milwaukee newspapers and other publications expect to be present. The affair is informal with snappy talks by representatives of the actives and alumni, followed by dancing.

A feature this year will be the announcement of the prize winner of a trophy presented by the chapter to the male student in the department of journalism at Marquette University who is eligible for membership in the fraternity, but who at the time of award is

neither a member nor a pledge. This trophy, a silver loving cup, is to be the property of the winner, a new cup being put up each year. Judging is based on excellence of work in the department as well as activities on the school publications. The competitors must have written at least one news story of merit before they are eligible to compete for the prize.

The programs for the affair are made up in the form of a hand type-set and hand printed magazine set in old style text to imitate the work of Franklin and his contemporaries. Wood-cuts are printed on craft finish paper with untrimmed edges, and these cuts depict life at the University as a seventeenth century printer would view it. The effect of the whole is to create an atmosphere of yesteryear's olden printery and bookshop style at the annual affair.

The decorations on the walls for the occasion are in keeping with the programs. About 18 couples are expected to be present including several prominent newspaper men of the city. While Sigma Delta Chi is not considered as a social fraternity at Marquette, an invitation, for this occasion is considered on par with that of any social function held at the school.

MONTANA MEMBERS LAND UNIVERSITY PUBLICITY CONTRACT

A noteworthy recognition of the efficiency of the fraternity was evidenced when the State University of Montana recently gave the contract for handling all publicity to the Montana Chapter of Sigma Delta Chi.

For some time the University has been confronted with the problem of securing an efficient method of carrying out the extensive publicity campaign and after consulting with Dean A. L. Stone of the school of journalism, President C. H. Clapp decided that Sigma Delta Chi would serve as the best medium.

Under the contract, special Sunday features and daily news stories concerning the University are being sent out to all the daily newspapers and the more important weekly papers in the state. Each member of the fraternity has been assigned some paper and has assumed the responsibility of providing that paper with its quota.

Besides giving the University some excellent publicity, the campaign will yield the chapter a considerable revenue. The University pays the regular newspaper rates for correspondence.

AGRICULTURE AND THE RURAL PRESS

(Continued from page 4)

sible influence of the country press, let us cite the influence of a single Badger weekly, the Jefferson County Union, which made a tremendous impression upon the agriculture, not only of its county and state, but of the nation, and the agricultural world as well.

It was through the medium of the Jefferson County Union that the late W. D. Hoard helped to lay much of the foundation for Wisconsin's leadership in dairying. He had the courage and vision to print news of the farm and the farmer in the columns of his paper, and eventually found it necessary to start a separate publication to meet the needs of a rapidly expanding field. The result was that Hoard's Dairyman was established and its influence extended throughout the civilized world.

In consequence of the vision and courage of this country weekly editor, there is not a farmer, not a manufacturer, not a merchant, nor a banker, nor an editor or any other resident of our state who does not owe directly or indirectly no small part of his present prosperity to the leadership of this editor, the pioneers who stood with him and the great educators connected with the University of Wisconsin. It was only natural that when called upon by the officials of the Panama Exposition to name our foremost citizen, this weekly editor was chosen from among the statesmen, educators, and benefactors of our state.

Another editor who has boosted himself and his community by boosting dairying is George W. Marble of Bourbon county, Kansas. Here is a brief account of his experience and success as told by a Missouri editor:

"According to his own testimony, Marble was face to face with bankruptcy only a few years ago. The ghost did not walk every Saturday night in his printshop—nor every second Saturday night. The town had impoverished itself paying bonuses to manufacturing concerns whose smokestacks were now idle. The whole community was in hard lines—no body was prosperous.

"Then it was that the editor discovered that in agriculture lay the biggest opportunity that Nature had offered or ever would offer the City of Fort Scott. He began studying the possibilities of better farming adapted especially to local conditions. He made a personal study of dairying. He printed in his columns the best information he could secure on dairying. He made it the business of his paper to develop dairying in Fort Scott territory. Today he is a rich man

and his paper is enjoying the grateful confidence of a highly prosperous community. Milk produced in Fort Scott territory now brings to the community through locally operated condensories more than \$1,200 a day.

"Missouri abounds in similar opportunities for the development of community prosperity through a more general publication and use of the scientific facts developed by the Experiment Station—the state and federal institution established by the people and for this identical purpose."

Have Neglected Farm Field.

It is needless to spend time to show or prove that agriculture is transcending in its importance. In a general way we all know it. But the fact still remains that taken as a class many of our newspapers are really not dealing with the field of rural news in such a way as to measure up to either their opportunity or duty. For too long a time we have operated on the basis that our publications are for town folks only. Examine many of our publications and we will convince ourselves that they have been edited for the city or town dweller quite overlooking the man of the farm and the woman of the farm home.

Only rarely do we find a true reflection of the importance of the agricultural affairs of a newspaper's territory. To satisfy yourself examine your own local publication as did W. E. Beckman, a middle western newspaper man. He asked himself these questions:

"What is the one great industry of my community?"

"Who comprises the largest single class of my constituency?"

"Whose prosperity and happiness concerns most the prosperity and happiness of my town and every institution in it?"

In every instance he was forced to recognize the importance of agriculture and a happy, prosperous rural life.

As He Found Them.

Here are the records of two weekly newspapers, examined by this same editor. The first was located in a town of 700 population with about 1800 rural population tributary to it. Of its 700 subscribers 200 were located in town, and about 500 in the country. The property of the town represented a value of about \$800,000; of the country \$7,000,000. Yet issues of this newspaper were found to contain only four inches of strictly rural news and 500 inches of news of town origin.

The second paper was published in a town of 3,000 with 5,000 rural population in the surrounding country. It had

1,000 town subscribers and 1,200 in the country. The town property was worth about \$5,000,000 and the country \$12,000,000. This newspaper was found in the issues examined to carry two inches of strictly rural news and 620 inches originating in town.

What Is Farm News?

Many an editor willing and anxious to serve his rural constituency, finds himself confronted with the task of getting farm news of the sort which his readers desire and which will serve in building his community.

Possibly not fully appreciating just what farm news really is, some editors have not gone into the farm field. They have thought of farm news as agricultural news—telling how to spray potatoes, how to test the seed, or how to cull out slacker hens, or boarder cows. While this is good, it is not farm news.

Farm news is news of the farm, farmer, and farming. Store news does not consist in telling merchants how to dress their windows, or how to present their wares.

When recently questioned as to the sources of agricultural news the editor of a live community weekly eagerly volunteered the information that in developing the rural life section of his paper he has kept in mind the thought that we need the boys and girls on the farms. Where the editors of other newspapers have perhaps filled their columns with attractive stories about what was going on in the cities, this rurally minded editor has utilized the same space in telling what boys and girls were accomplishing in the country.

"There is an abundant source of news," he insists, "in the activities of the pig club, the calf club, the corn club, the potato and poultry clubs and the domestic science classes of the country schools and there is not a weekly newspaper published but what cannot have some influence in keeping the boys and girls interested in farming by showing that the community is interested in them.

But when all is said it is apparent that if we are to have a better America, a happier and more prosperous America, the agricultural leaders including the community editors who see the needs of the farm and the farmer must team together. There are few greater journalistic opportunities than will eventually be found in the rural field. Agriculture is and unquestionably will continue to be the dominant industry of our country.

Rural America is still in the making and the community newspaper may become one of the greatest factors in making a bigger and better America.

RECENT NEWS OF THE BREADWINNERS

Marshall D. Beuick (Columbia), who recently resigned as associate editor of the People's Home Journal, New York, is studying for an M.S., in the Columbia School of Journalism. He lives at 2 E. 127th St.

N. B. Langworthy (Beloit) is the author of both words and music of several recently published pieces of sheet music, all of which are collegiate in type.

Nelson Poynter (Indiana), editor of the Indiana Daily Student, is the writer of an article, "Do Readers Favor Partisan Papers," in the March issue of Circulation. His deductions are based on a questionnaire sent to Indiana business and professional men.

Norman Radder (Indiana), former National Treasurer, assistant professor of journalism at Indiana University, is the author of "How Some Newspapers Serve Their Communities," in the April number of The Rotarian.

John Gibson (Columbia) is covering the Ruhr occupation for an American newspaper published in Berlin.

Herman Harner (Columbia) is also in Europe and is doing newspaper work in connection with the occupation.

Jesse H. Reed (Wisconsin) has left the Southern Ruralist to enter business for himself, having established a news service, covering Atlanta and the South. The service, known as Reed's News Service, specializes in trade, industrial news, and is located at 16 Washington St., Atlanta, Ga. Reed is eager to get in touch with Atlanta members for the purpose of organizing an alumni chapter.

Jess Hoke (Oklahoma) is editor-publisher of the Stillwater (Okla.) Advance-Democrat.

Ed. Keller (Oklahoma), formerly of the Stillwater Advance-Democrat, is now circulation manager of the Pawhuska Daily Capitol.

Mitchell V. Charnley (Washington) is the author of "Those Crazy College Boys," which will appear in the June issue of The American Boy.

George F. Pierrot (Washington), National Treasurer, also secretary of the Detroit Alumni Chapter, has moved to 1832 Grand Blvd., West.

"Sigma Delta Chi needs more national publicity. I would suggest that S. D. C. editors carry as much news as possible about the Fraternity. The managing editor might have slips printed with live news of the Fraternity and mail them



KENNETH G. HOGATE, Past National President, of the Wall Street Journal, donor of the \$100 in the Quill prize contest for alumni. (Full details on inside front cover.)

monthly to all the active members who are editors. Personally I never miss an opportunity to publish something readable about S. D. C. in my newspaper." So writes William Glenn (DePauw), founder and our first National President, who edits the Orlando (Fla.) Morning Sentinel. He adds that one of his ambitions is to attend the next national convention.

Dwight Allison (DePauw) is editorial writer on a Berkeley, Calif., newspaper.

Stewart Lovelace (Colorado) is associate editor of the Greenley (Colo.) Tribune.

Harvey Sethman, Dean Dickason, and Roy Erickson, all of Colorado chapter, are on a tour of the world.

William Gaunt (Colorado) is business manager of the Colorado Alumnus at the university.

Lucian Jenness (Ohio State) is with the Chillicothe (Ohio) Scioto Gazette.

Charles S. Nelson and Herbert Byer (Ohio State) are on the Columbus Citizen.

Carl P. Miller (Kansas State) is business manager of the Telescope Publishing Co., Belleville, Kans.

Jimmie Plummer (Cornell) is agricultural field reporter on the Baldwin Times at Bay Minnet, Ala.

Elwyn Brooks White (Cornell), formerly a reporter on the Seattle Times, is now editing the new personal column in that paper.

John R. Fleming (Cornell) is on the copy desk of the Springfield (Mass.) Union.

Melvin Ryder (Ohio State), formerly in Washington, D. C., is now with the Insulite Chemical Co., Aurora, Ill.

Charles H. Vaughn (Ohio State) will join the Columbus (Ohio) Dispatch promotion department in June.

Sidney A. Wells (Ohio State) is doing advertising work in Akron, O. His marriage to Miss Ruth Walker, Gambier, O., has been announced for this June.

James E. Pollard (Ohio State), formerly telegraph editor of the Ohio State Journal at Columbus, has assumed his duties as head of the Ohio State University news bureau.

Floyd Casebolt (Missouri) this fall will institute a department of journalism at Trinity University at Waxahachie, Tex., where for three years he has been city editor of the Daily Light and Weekly Enterprise. His connection with the papers will be continued by Casebolt, who will be required to devote only part of his time to the new journalism department. The university authorities have hopes of eventually establishing a school of journalism offering the regular degrees.

Don D. Ballou (Kansas State), sport editor of the Salina (Kan.) Union, is the proud father of a son born on March 13.

F. M. Church (Michigan) has just been elected secretary-treasurer of the Michigan League of Home Dailies, an organization of the smaller afternoon papers of that state. Brother Church, the publisher of the Cadillac Evening News, is a Past National President of the Fraternity.

Christian Gross (Illinois) is back in this country after a prolonged stay in Europe where he met many notable figures of the late war. His future plans are unsettled.

Harold Boeschstein (Illinois) is treasurer of the Duval D'Adrian Chemical Co., Alton, Ill.

Frank G. Steinbach (Purdue) is located at 1766 E. 63rd St., Cleveland, O.

Roland Metsker (DePauw) is business manager of the Plymouth (Ind.) Daily Democrat.

R. G. Spears (Purdue) may now be found at Room 339, Y. M. C. A., Indianapolis, Ind.

W. F. Kelty (Colorado), after more than a year of globe trotting, has decided to stick at Honolulu where he is connected with the Standard Oil Co.

Paul M. Riddick (DePauw), one of the founders of the Fraternity, is advertising manager of the Plymouth (Ind.) Daily Pilot.

Glenn H. Campbell (Missouri) is advertising manager of the National Stockman Farmer, Pittsburg, Pa.

H. Gordon Hullfish (Illinois), who is teaching in the College of Education at Ohio State University, was recently married to Miss Lucile Barnett, a graduate of Knox College.

Norman Black (North Dakota), publisher and editor of the Fargo Forum, is governor of the Rotary Club in the northwestern district.

Ted Speiser (North Dakota) is studying advertising illustration and cartooning at the Art Institute, Chicago.

Julius Bacon (North Dakota), formerly of the Grand Forks Herald, is a firm believer in the value of journalistic organizations. He is a member of 22 different ones in the interest of his paper.

George Benson (North Dakota) is now dramatic critic and literary editor of the Fargo Forum.

Robert E. Clayton (Ohio State) showed unquenchable Sigma Delta Chi spirit, also a capacious pocketbook, when he brought three guests to the recent Detroit Alumni Chapter dinner at the University Club.

Andrew J. Eldred (Washington, '13) has joined the advertising staff of the Hudson Motor Car Co., Detroit.

Griffith Ogden Ellis (Associate, Michigan) is spending the spring months in California. Mr. Ellis is editor of The American Boy magazine.

In George Hulverson (DePauw, '13) the Detroit Alumni Chapter has a member who has helped found Sigma Delta Chi; it was in his room that much of the early planning was done. Mr. Hulverson is connected with the advertising department of the Burroughs Adding Machine Co.

Through the kindness of Arthur B. Moehlman (Michigan '12) all meetings

of the Detroit Alumni Chapter are to be held at the University Club.

Lucien Kellogg (Washington '13) has resigned the editorship of Business Magazine, published by the Burroughs Adding Machine Co., to free lance in Seattle.

Charles R. Osius, Jr. (Michigan '20) has organized the American Press Service, offering syndicate material to daily and weekly newspapers of Michigan. Osius is editor and general manager of the new service, which has its headquarters at Port Huron, Mich.

W. A. P. John has deserted the advertising field in Detroit to join the Dunlap-Ward Advertising Co., Cleveland.

W. Carleton Healey (Illinois) is editor of the house organ and also connected with the advertising department of the Eastman Kodak Co., Rochester, N. Y.

Kenneth W. Clark (Illinois) is hobnobbing with the mighty these days. He is with the congressional party cruising through the Panama canal under the leadership of Secretary Denby of the navy, for the purpose of reviewing the Pacific fleet. Clark is a staff correspondent for the International News Service.

C. E. Noyes (Illinois) finished his studies at the University in February, and is now in Paris, where he will study for six months or a year.

G. D. Mann, publisher of the Bismarck Tribune, is a new associate member of the North Dakota Chapter.

Mark Foraker, former president of the North Dakota State Press Ass'n., and for many years editor of the Langdon Republican, has also been elected to associate membership by the North Dakota Chapter.

Frank Webb (North Dakota) wields the editorial pen on the St. Thomas Times.

R. A. Drysdale (Illinois) is now assistant city editor on the Illinois State Journal, Springfield, Ill.

O. D. Burge (Illinois) is city editor of the Peoria Transcript.

Carl Stephens (Illinois) editor of the Illinois Alumni News, formerly published quarterly at the University of Illinois, has increased the publication to a good-sized, monthly magazine filled with doings of alumni. He is also secretary of the Alumni association.

R. W. Richards (Illinois) is now assistant city editor of the Aurora (Ill.) Beacon News.

Francis M. Stephenson (DePauw) is with the Associated Press in Washington, D. C.

Dwight Pitkin (DePauw) is reporting on the Findley (Ohio) Morning News.

Earl Ewan (DePauw) is reporting on the Los Angeles Evening Herald. While in the west he has sent several feature stories to the Indianapolis News.

Parker Likely (DePauw) is in the lumber business in Louisville, Ky.

Don Hogate (DePauw) president of Sigma Delta Chi during his senior year, is now on the reportorial staff of the Indiana Times.

Donald Maxwell (DePauw) is now copy editor on the Chicago Tribune. He is married and has one child, a boy, David Beck.

Dave Hogue (DePauw) is with his father in the shoe business in Vincennes, Ind. He was married last fall to Miss Mildred Robinson of Greensburg, Ind.

Richard McGinnis (DePauw) former editor of The DePauw, is studying law in Harvard University.

Elwood K. Watson (DePauw) is with the Bell Telephone Co., Indianapolis.

Henry S. Chillas (DePauw) is in the insurance business in South Bend, Ind.

William Hutchinson (DePauw) is with the Emerson B. Knight Advertising Agency, Indianapolis.

James Delvin (Michigan) of the editorial staff of the Detroit News since graduation a dozen years ago, is president of The Soothsayers, an organization of thirty or more correspondents of foreign newspapers and editors of foreign language newspapers published in Detroit. Mr. Delvin is the only American newspaper man honored with membership in the organization. He has for years been on most intimate terms with the foreign colonies of Detroit, and is highly regarded by them.

Frank E. Mullen (Iowa State) is now radio editor for the National Stockman-Farmer in Pittsburgh, Pa., having left the Sioux City Journal on March 10.

Walter Hunt (Iowa State), who was editor of the Iowa Agriculturist while at Ames, is now farm editor for the Waterloo Courier.

Zellar Mills (Iowa State) is selling advertising for Wallace's Farmer and managing a large farm near Sioux City. Mills is specializing in Hampshire hogs and recently sold the greater share of his spring litters to the Sioux City chamber of commerce to be used as prizes for winners in the pig club work which the organization is fostering.

George Masters (Montana) is on the staff of the Butte (Mont.) Post.

Fred Ferguson (Iowa State) is publicity man on the state dairy staff with headquarters at Waterloo, Ia.

V. B. Hamilton (Iowa State) is now county agent in Webster County, Iowa, with headquarters at Hampton. Hamilton does a great deal of free-lance writing.

La Salle Extension University has appointed W. G. Lacy (Missouri) as editor and assistant to the director of publications. Mr. Lacy came to La Salle from the American Farm Bureau Federation where he was special feature writer and assistant in the publicity department. Mr. Lacy was formerly editor of the Burroughs Magazine and assistant editor of Business. He has been with the American Farm Bureau since he returned from China a year ago.

Charles E. Harner (Illinois) won second place in the Mask and Bauble annual play contest at the University of Illinois with his manuscript, "A Divorce of Convenience," a one-act comedy. The play was given in March.

Kirk Fox (Iowa State), formerly with Kimball's Dairy Farmer at Waterloo, Ia., is now associate editor of Successful Farming at Des Moines.

Directory of Sigma Delta Chi Officers

Honorary President: Dean Walter Williams, School of Journalism, University of Missouri, Columbia, Mo.

National President: Ward A. Neff (Vice-President, Corn Belt Farm Dailies), 836 Exchange Ave., Chicago, Ill.

First National Vice-President: Peter Vischer (New York World), 13 S. 27th St., Flushing, N. Y.

Second National Vice-President: H. H. Herbert (Director, School of Journalism), University of Oklahoma, Norman.

National Secretary: T. Hawley Tapping, (Times-News), 521 E. Jefferson St., Ann Arbor, Mich.

National Treasurer: George F. Pierrot (The American Boy), 1832 Grand Blvd., West Detroit, Mich.

National Historian: Lee A. White, Detroit News, Detroit, Mich.

Alumni Secretary: Donald H. Clark (Editor, Mid-Continent Banker), 509 Merchants-Laclede Bldg., St. Louis, Mo.

Managing Editor, The Quill: Chester W. Cleveland, Suite 440, 608 S. Dearborn St., Chicago, Ill.

Publication Board, The Quill: Ward A. Neff, Chicago; Kenneth C. Hogate, New York; Lee A. White, Detroit.

Executive Councilors: William E. Drips, Wallace's Farmer, Des Moines, Iowa; R. R. Barlow, Journalism Department, University of Minnesota, Minneapolis, Minn.; Paul E. Flagg, Journal-Post, Kansas City, Mo.; Gerold Robinson, The Freeman, 116 W. 13th St., New York City.

Past National Presidents: William M. Glenn, The Morning Sentinel, Orlando, Fla.; Laurence Sloan, 552 Riverside Drive, New York; S. H. Lewis, The Lyndon Tribune, Lyndon, Wash.; Roger Steffan, 78 27th St., Elmhurst, L. I., New York; Robert C. Lowry, 513 Slaughter Bldg., Dallas, Tex.; F. M. Church, The News, Cadillac, Mich.; Lee A. White, Detroit News, Detroit, Mich.; Kenneth C. Hogate, Wall Street Journal, 44 Broad St., New York City.

Your Own Page to Edit

TO THE READER:

The space below is for notes about yourself and other alumni you may know. Send us news about births, weddings, deaths, professional changes, political and civic activities—and tips on things that the Quill should publish.

Write them down now, tear off this blank and mail it immediately to:

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Name _____ Chapter _____

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Among the New Books

DEADLINES. By Harry Justin Smith, news editor of the Chicago Daily News. Published by Covici-McGee, 158 W. Washington St., Chicago. \$1.75.

This is a volume of vivid, searching descriptions of newspaper life. The writer has avoided solemn technical discussion and has sought to reveal the delights and the sufferings of newspaper men at work. Carl Sandburg, after examining the manuscript, said: "It stays with me long after reading. It stands alone among writings about newspapers." Ben Hecht said: "It is alive. It is full of the authentic cries and chuckles of the craft."

THE BEST I REMEMBER. By Arthur Porritt. Published by Cassell & Co., New York.

Memories of 33 years of London journalism, especially religious journalism.

PEOPLE AND POLITICS: OBSERVED BY A MASSACHUSETTS EDITOR. By Solomon Buckley Griffin, for 40 years managing editor of the Springfield Republican. Published by Little, Brown & Co., Boston.

THE W. G. N. Published by the Business Survey of the Chicago Tribune. \$2.00.

This book not only carries a history of the Chicago Tribune, but 200 pages of minute description of how every department operates. There are more than 100 illustrations.

Two notable novels have been published recently by members of Sigma Delta Chi. One is "Druida," by John Towner Frederick (Iowa), who is a professor of English at the University of Pittsburgh, and editor of the mid-Western literary magazine "Midland." The other is "The Coast of Eden," by Robert Duffus (Stanford), chief editorial director of the New York Globe, and a contributor to sundry magazines. "Timber," a highly successful novel by Harold Titus (Michigan) is now being seen in motion pictures under the caption "Hearts Aflame."

Reuebn Peterson, Jr., (Michigan) is editor of The Reading Lamp, a monthly publication listing important books from various publishing houses, and commenting critically upon them. His office is at 244 Fifth Ave., New York.

Lee A White (Michigan), Past President of Sigma Delta Chi, delivered two addresses before the Ontario Library Association at Toronto, early in April, on the equipment and organization of the

News. While there he was a luncheon guest of Tau Sigma Phi, University of Toronto professional journalism fraternity, which is petitioning for a charter from Sigma Delta Chi.

Kendrick Kimball (Michigan) covered the sensationally in suit against the "House of David" and its religious and temporal head "King" Benjamin Parnell, at Grand Rapids, for The Detroit News. Testimony in the suit has resulted in an attempt upon the part of the State of Michigan to wipe out the famous Benton Harbor communal organization, whose religious fanaticism, long hair and baseball team are equally famous.

Samuel M. Koontz (Virginia) is the new editor of the Phi Epsilon Pi Quarterly, with offices in the New Kirn Bldg., Portsmouth, Va. He is a former editor of the University of Virginia magazine. library and scraparium of The Detroit

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Descriptive literature of Sigma Delta badges and alumni keys will be sent upon request, together with the 1923 Balfour Blue Book, the standard reference for fraternity jewelry.



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